When David and Goliath Team Up - An IoT Success Story
Who I am?

Background:

• Studied Electrical Engineering at ETH Zurich
• Over 20 years of experience in embedded design
• Co-founder of Chip-ing AG

Interests:

• Engaged entrepreneur
• World traveler
• Enthusiastic photographer

“It is not the answer that enlightens, but the question.” - Eugene Ionesco
Post Home Button: Project Description

• Post home service in the role of product owner
• Proof-of-concept IoT project based on LoRaWAN with Swiss Post
• No user configuration and simplify order process based on LPWAN

• Swisscom provides national-wide reliable LoRaWAN network
• Scalable and low-cost technology for product identification
• Extension of services to third parties such as Amazon, Brack, Nespresso, …
Key Participants in the Project

- Chip provider
- ODM OEM
- Connectivity provider
- Cloud provider
- Discovering new services
- Hardware design
- Creating smart things
- Creating services
- Deliberating services
- Delivering services
- Marketers
- Distributors
- After sales
- Service provider
- Compensation

Services

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Ease of Use: Reorder with One Click

1. Reorder & pay per click
Ease of Use: Reorder with One Click

1. Reorder & pay per click

2. Delivery

Amazon Dash Button

Wi-Fi connected device that reorders your favorite product
Ease of Use: Reorder with One Click

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Ease of Use: Reorder with One Click

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products x buttons = really ?!?
The electric light did not come from the continuous improvement of candles.

Oren Harari
Post Home Button

Smart button to enable home delivery services using IoT communications technology.
Revolutionary OID Interface combined with IoT Communications

- OID is reliable and already used in children books
- Revolutionary scan technology
- One click is more than sufficient
- Only requirement: printed paper with 1200dpi
Innovation Behind the Development of Post Home Button

- Our solution based on OID
- Post has exclusive distribution channel for addressed advertisement
- OID provides low-cost identification
- Original project proposal with NFC
Project Challenges

- Fast prototyping through 3D printing
- User acceptance of finalized product
- Intuitive usage without reading instructions
- Integration of antenna in enclosure
- Proper planning of A/B field tests
- Battery life-time considerations
Increase Value in Delivery Processes Through Simplified Reorder

People who are really serious about software should make their own hardware.

Alan Kay
Small Modification in Printed Media

Printed media with scan area to order and pay by one click
Reinvent Old Business Methods and Channels

Get percentage on prices with a click
Simplification is the Key to Success

Place the tag directly on product
New Feedback Systems

You have purchased Zweifel Paprika for CHF 5.40.

Simple UI for elderly

audio confirmation

visual confirmation
Conclusions

• No configuration of PoC: ready-to-use after unpacking

• LoRaWAN is favorable over Wi-Fi

• OID enables new method of product scanning

• Interesting IoT use: money transactions and delivery create new business channels

• National and international interest in the launched PoC
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About Miromico

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